

## California WIC Juice

Effective June 30, 2008, the California WIC Program will allow participants to purchase any juice that meets the following:

Flavors	Form and Container Size	Labeling
Apple Grape (White, Purple, and Red) Pineapple	Shelf Stable (bottled) 64 oz Frozen Concentrate 11.5 – 12 oz	Prominently displays the words “100% juice” and “120% Vitamin C” (or more if applicable for the product) on the container’s <u>front label</u> .
Vegetable Cocktail	Shelf Stable (bottled) 64 oz	
Orange	Frozen Concentrate 11.5 – 12 oz	Prominently displays the words “100% juice” on the container’s label. 100% orange juice is not required to have Vitamin C labeling.

### Other Ingredients

Juice with added calcium and Vitamin D will be allowed for women and children but not for infants. Juices with other added ingredients are prohibited, including but not limited to grape seed extract, ginseng, guarana, taurine, caffeine, carnitine, chromium, St. John's Wort, wheatgrass, Ginkgo Biloba or others.

### Manufacturer Labeling Information

There are no requirements as to the label format, color, placement, font type, or other details; however, if manufacturers would like their product(s) to be selected by WIC participants, we encourage them to use a font large enough for customers to read it easily and to place the words where they can be readily seen by participants and store personnel.

Since our methodology will allow any juice that meets the above criteria, a formal review process will no longer be needed for juices to be authorized. Any juice product that qualifies to be purchased with WIC FIs simply need to be labeled as described above so participants can recognize and purchase the juice. Manufacturers will not have to send labels or product information to the State office for review and approval.

### Inquiries

If you have any questions, submit them in writing to Melanie Hancock at [Melanie.Hancock@cdph.ca.gov](mailto:Melanie.Hancock@cdph.ca.gov) or Julie BoarerPitchford at [Julie.Boarer@cdph.ca.gov](mailto:Julie.Boarer@cdph.ca.gov).